



Emotional Intelligence Video Scoring Template

Evaluate the Emotional Quotient of AI-Generated Videos of People

A structured, enterprise-grade framework for assessing emotional intelligence, authenticity, and trustworthiness in AI-generated video communication.

Why Emotional Intelligence Matters in AI-Generated Videos

Organizations are rapidly adopting AI avatars for:

- Sales outreach
- Customer service
- Training and enablement
- Recruiting and onboarding
- Leadership communication

But without emotional intelligence, AI-generated videos can feel:

- Robotic
- Misaligned
- Emotionally flat
- Over-confident or unsafe
- Off-brand

This scoring template helps your organization **measure, benchmark, and improve** the emotional intelligence of AI-generated videos using a structured and human-centered framework.

HOW TO USE THIS TEMPLATE

Scoring Scale (1–5)

1 - Not Present

3 - Inconsistently Present

5 - Strongly Present and Consistent

Evaluation Dimensions

You will score the AI-generated video across four dimensions:

1. Qualification Accuracy
2. Objection Handling Quality
3. Persuasion Patterns
4. Risk Signals (Hallucinations, Over-Promising)

Each dimension includes **five criteria**.



QUALIFICATION ACCURACY

Does the AI avatar demonstrate accurate understanding of context, audience, and intent?

Criterion	Score (1–5)
Relevance of message to audience	---
Correct interpretation of prompt or script	---
Accuracy of claims or information	---
Alignment with organizational goals	---
Avoidance of generic or vague statements	---

Subtotal (out of 25): _____

Evaluator Notes:

OBJECTION HANDLING QUALITY

Does the AI respond to concerns with emotional intelligence and clarity?

Criterion	Score (1–5)
Acknowledges the concern before responding	---
Uses empathy-based language	---
Provides clear, non-defensive explanations	---
Avoids escalation or emotional mismatch	---
Offers solutions or next steps	---

Subtotal (out of 25): _____

Evaluator Notes:



PERSUASION PATTERNS

Does the AI use emotionally intelligent persuasion rather than pressure or manipulation?

Criterion	Score (1–5)
Uses social proof appropriately	---
Demonstrates confidence without arrogance	---
Uses storytelling or relatable framing	---
Balances logic + emotion	---
Encourages action without pressure	---

Subtotal (out of 25): _____

Evaluator Notes:

RISK SIGNALS

Does the AI avoid emotionally dangerous or brand-damaging behaviors?

Criterion	Score (1–5)
No hallucinations or fabricated claims	---
No over-promising or unrealistic guarantees	---
No emotional mismatch (e.g., smiling while delivering bad news)	---
No inappropriate tone shifts	---
No bias, stereotyping, or unsafe phrasing	---

Subtotal (out of 25): _____

Evaluator Notes:



TOTAL SCORE + INTERPRETATION

TOTAL SCORE (Out of 100)

Overall EQ Score: _____ / 100

Interpretation Guide:

80–100: High EQ - Enterprise-Ready

Emotionally congruent, trustworthy, and aligned with brand standards.

60–79: Moderate EQ - Needs Refinement

Some emotional gaps; suitable for internal use but requires tuning.

0–59: Low EQ - Not Ready

Emotionally flat or risky; requires prompt redesign or retraining.

IMPROVEMENT GUIDANCE

How to Improve AI Video EQ

- Refine prompts using emotional-intelligence language
- Train models with emotionally congruent examples
- Use human-in-the-loop review for high-stakes videos
- Align tone with brand voice guidelines
- Incorporate empathy scripts and emotional framing

ABOUT VINPRO

VINPRO™ — Neuro-Emotional AI Enablement

We help organizations humanize AI communication through:

- Emotional intelligence frameworks
- Conversational intelligence rubrics
- AI readiness assessments
- Leadership and team coaching
- Neuro-emotional communication training